**Market Research Assignment Data Analysis**

Step 6 –Conclusions and Recommendations

Based on your conclusions, describe the actions you would take as the owner of the brand. Explain in a one page report as to why you would or wouldn’t open up a new movie theatre North Battleford based on the results of your survey. Reference the results of your survey in your report to support your answers.

My findings conclude that a movie theatre is needed. I surveyed a classroom made up of grade 10, 11 and 12.  There ages ranging from 14-18 years old. The genders were pretty equal although there was about 6% more females. Comedy was the leading choice for movie preference, however the other movies options were very close together as a second. All food options were pretty close together as well so all food options should be provided. Although more evidence would be needed to provided to see how much of each option should be provided. The people who have completed the survey are 60% more likely to go at at 9-12 p.m. at night whereas 30% would go at 5-8 p.m.  Almost all preferred to go to the movies on a Friday or Saturday night. Most requests in a better experience at the theatre was good customer service, clean bathrooms and surroundings, fresh food and soundproof rooms. Others that were not said overall but another point that is notable is that 3D movies should be provided with the sound at a level that doesn’t hurt the ears. It was pretty equal for all the options on where the theatre should go from being able to bike or walk there to the thoughts that it doesn’t matter.

However, to target a larger audience it would be beneficial if we put it by the Fieldhouse and Aquatic Centre because more people travel there on a daily basis. Also there would be enough room to build a great theatre there that provides many movie options and a sizable parking lot. How many movie options depends on the population of North Battleford and more people taking the survey. Overall though, most people said that if a new theatre opened up they would visit it. Some also said it would depend if they would go, perhaps if others had a good experience at the new theatre and what the prices were. No one said they would not visit the theatre so it appears that a new theatre should be opened.